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Online Multimedia Portfolio Rationale

Platform Design

I created my online multimedia portfolio with Wix. The clean design makes my work the main focus. The home page highlights my name, which is visually the highest element on the page. Right away, viewers know the blog belongs to me. Using the rules of proximity, I put the small heading, "PRWR 625 Online Portfolio," right under my name to state the blog's purpose. My name dominates viewers' attention, but then their eyes are drawn to the smaller text, so they see my name and the purpose together.

My picture is the focal point on the home page. Viewers' eyes are drawn from my name to my photo. They instantly make the connection between the name and the dominating image. The larger circle with my photo draws the viewers' eyes to the smaller circles. The smaller circles seem to be an extension of my photo. Viewers know these headings are connected to me in some way based on the close proximity and strong visual relationship. The circles also create repetition and unity throughout the entire blog.

Project Presentation

The project page uses the rules of repetition and contrast effectively. The viewer can see a clear visual hierarchy with the lines that separate each project slideshow. The circles with the project titles pop off of the page in a contrasting red color and show repetition of the circle theme. Clicking on each slideshow also allows the viewer to see a larger size of each image in a pop up window. Viewers can place their cursor on the side arrows to see a quick slideshow preview of each image as well. Both of these options create easy navigation options.

Results

By following best practices in design, I effectively communicated the blog's content to viewers. The minimalist approach, clear visual hierarchy, strong focal points, repetition, and unity allow viewers to comprehend all key elements and their purpose.